

ABSTRACT OF THE DISCLOSURE

- A shear-thinning lamellar gel detergent composition containing suspended particles, employing a non-neutralized fatty acid as a structuring agent, in a specific amount, depending on the total surfactant level. The weight % ratio of non-neutralized fatty acid to the total surfactant within a specific range, defined by the Gelling Index equation, results in gels with the desired properties. The inventive product offers an advantage of laundry pre-treater and a detergent in a single product and also provides a visual cue of suspended particles.